



NOW FOR A WONDERFUL 10 DAYS SELLING

10 Days of the Most Phenominal Bargain Offerings that You or any Other Reader of this Announcement has Ever Seen or Heard of.

We announce an occasion without a parallel—a money saving opportunity that will be unmatched in the remembrance of our customers—a great Mill End Sale that holds so much of economy that every past successful sale of ours will be totally eclipsed.

During these ten days we shall sell twice as much merchandise as in any previous week of our history—the bargain offerings will sparkle on every side—in every nook and corner of this big store—the aisles will be crowded with our store friends—and every person who purchases anything during this great sale (whether the purchase amounts to 10c or \$2.00) will save money.

You know what a Mill End Sale is—it represents the eagerness of manufacturers to “clean up” their stocks—to clear away every floor and shelf—in preparation for the distant future—while you and we plan for the present, when these timely useful things are most necessary.

Lots of goods here for Fall wear, too—priced to glorify the occasion. No better time than now to prepare for Fall.

Read the price list which follows, and make any sacrifice that will enable you to come for your portion of the superb bargain offerings.

DON'T FORGET THE DATE—and confer a favor on your friends by telling them of it.

TEN DAYS. THURSDAY SEPT. 27 to SATURDAY OCT. 6 TEN DAYS.

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| WOOL BLANKETS. Fine all-wool Gray Blankets, \$7.00 grade\$4.75 COMFORTERS. Full Size, at\$1.00 SHOES. \$2.50 Vici Kid at\$1.95 SHIRT WAISTS. Values \$1.00 to \$2.00, your choice. .50c TABLE LINEN. All Linen, Satin Finish Table Damask at59c. COMFORTERS. Filled with fine grade White Batting, 72x84, at\$1.45. CHILDREN'S CAPS. All colors, 75c grade.....50c. SILK SKIRTS. Best grade Taffeta, all colors, \$10.00 value at\$6.95. SHIRTS. 250 Men's Shirts, all sizes, at.38c. HOSE. 600 pair Men's Hose, 10c quality at. .4c. MEN'S PANTS. 100 pair Men's Wool Pants, \$3.00 value, only\$1.95. WOOL HOSE. Men's Wool Hose, 35c quality, only. 23c. COTTON SWEATERS. All colors, at.....45c. LADIES' COATS. This is a snap. Ladies' coats, all sizes, worth \$10.00 to \$20.00.....\$5.00. | PERCALES. 2,500 yards, all colors and all lengths at5c. TABLE LINENS. 500 yards Mercerized Table Linen, worth 40c, at.....23c. MUSLINS. 2,000 yards Lonsdale Muslin, 10c. grade, at7 1-2c. EMBROIDERY. 800 yards Embroidery and Inserting, 12 1-2c. to 25c. quality, at.....7c. RIBBONS. 400 pieces all colors, while they last, per yard5c. NAPKINS. 25 dozen all linen, worth \$1.50, at. .95c. LAWNS. 1800 yards Lawn all colors, 10 to 15c. kind, at5c. DRESS GOODS. 1200 yards Dress Goods worth 60c and 75 cents, at39c. SILKS. 1000 yards Wash China Silks, at, the yard23c. SKIRTS. 5 dozen Black Satine Underskirts, \$1.50 quality, at95c. TOWELING. Absorbent Toweling, Bleached, 12 1-2c value, at7c. | OUTING FLANNEL. 1,000 yards, all colors, 10c grade, at 5c. DRESS GOODS. 500 yards new style checks, 35 cent quality, at19c. LADIES' UNDERWEAR. 600 Garments, wool, worth \$1.00, at 69c. SHOES. 50 pairs Ladies' Shoes, \$3.50 quality, at\$2.25 BOYS' SUITS. 200 Boys' Suits, all sizes, cheap at \$3.50 your choice\$1.95 GIRLS' SHOES. 200 pairs Girls' School Shoes, worth \$2.00, at.....\$1.50 DRESS TRIMMINGS. All Silk Dress Trimmings, worth up to 75 cents yard, your choice.....20c. TAFFETA SILK. Wool Taffeta Silk, all colors, 75 cent grade only63c. GINGHAMS. 500 yards Mill End Gingham at....6c. BLACK SATIN APRONS. 50c quality at.....39c. DRESS GOODS. 1,000 yards Dress Goods, \$1.00 and \$1.25 value, at69c. BLANKETS. 200 pair 10-4 Cotton Blankets, 75c grade at48c. | TOILET PAPER. Large size, 6 for.....25c. MEN'S COLLARS. All Linen, 2 for.....5c. SUSPENDERS. 25c grade.....16c. TABLE OIL CLOTH. All colors15c. UMBRELLAS. The kind they use in Oregon, 50c to \$2.50. HOSE. 700 pair Boys' and Misses' Ribbed Hose, all sizes8c. VESTS. 200 Ladies' Vests, Fleece Lined, worth 35c at23c. TALCUM POWDER. 20c size only9c. HANDKERCHIEFS. 600 Men's Hdks., 15c kind, only....8c. TOOTH BRUSHES. 300 Tooth Brushes, 15c and 25c value, only9c. GLOVES AND MITTENS. Worth 75c, \$1.00 and \$1.25, only....25c. MEN'S SUITS. A few left, small sizes, your choice, \$5.00 MEN'S UNDERWEAR. 200 Suits Men's Underwear, \$1.25 value, at, per garment.....95c. ALL LADIES' SKIRTS. Go at 20 per cent reduction. PINS. Needle Points, per paper.....1c. |
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10 Days. Thursday, Friday, Saturday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday. September 27, 28, 29 and October 1st, 2nd, 3rd, 4th, 5th and 6th.

MORSE DEPARTMENT STORE,

LOOK FOR THE RED SIGN. ASTORIA, ORE.